

# Santa Rosa Junior College

## Program Resource Planning Process

### Media Services 2017

#### 1.1a Mission

Media Services primary function is to provide district-wide media support, chiefly in campus learning spaces. Any activity that requires information to be distributed, using sound or light projection, to a group of credit learners, in a classroom setting, shall be supported by Media Services.

Instructors shall have ready access to a well organized and broad based collection of media software (listening & viewing materials). Equipment shall be in good working order, be available in sufficient quantity and located conveniently. Equipment shall reflect current technologies for California Community Colleges. Operation of the equipment is the responsibility of the instructor. Media Services will provide user training and rapid technical support, in the event of equipment failure.

Original media materials used to enhance a concept shall be produced in a timely manner. The material shall be produced by professional staff, who will work closely with the presenter to determine the best method of presentation.

Support for non-instructional large group use of campus facilities shall be provided as resources allow. District facilities used for group events shall contain all equipment necessary to support media needs designated for that function.

Media Services staff shall participate in staff development activities, in order to maintain currency in their field. District human development activities shall be supported as resources allow. Media Services shall be a District resource in the long-range planning process by recommending warranted applications of instructional technology.

#### 1.1b Mission Alignment

In our role of providing support to all College users, Media Services constantly transforms its services to match evolving institutional needs. The Phrase "Any activity that requires information to be distributed, using sound or light projection, to a group of credit learners, in a classroom setting, shall be supported by Media Services" is fairly encompassing and supportive to approved District activities and functions. With the transformation of information into electronic formats, the "College without walls" concept is very dependent on the ability of Media Service to record, convert and distribute course materials and college events into digital formats and multiple delivery modes. As

the District's mission changes there is a natural change to the services offered by Media Services. With additional legal requirements related to Section 508 and FERPA, careful assessment of existing supported activities needs to be considered. While a simple presentation can be recorded and retransmitted the additional work for captioning has a fiscal impact. An area of continued growth is the use of video conferencing for departmental and committee meetings between campuses. This increasing area is directly supporting the "Green" initiatives reducing the need to drive between campuses.

### 1.1c Description

The Media Services department provides four basic functions to the entire District.

**CIRCULATION-** this area is responsible for maintaining and circulation of our 10,000 plus audio & video titles that are used both in the classrooms setting and as extra reinforcement in the learning environment. The unit provides front line phone contact. Catalogs media and performs data entry of the fixed assets equipment. They support the media viewing activities for individual carrels, small group and large group rooms in the Libraries. They coordinate materials needing closed captioning for all classes including online classes.

**TECHNICAL SERVICES-** this area is responsible for the correct operation, delivery and repair of all media equipment within the District. They respond to service requests in classrooms and meeting spaces within a 10 minute period. They supervise the delivery and cleaning of media materials and perform the installation and alterations to media equipment installation in District facilities. They set-up and operate many campus events.

**PRODUCTION SERVICES-** this area is responsible for the video recording of classes, lectures and other college events; they duplicate materials for distribution and convert media for alternate uses including PowerPoint and video streaming on the web. Additionally they facilitate the use of video conferencing facilities between campus and with other colleges. They prepare materials in the closed captioning process.

**ADMINISTRATIVE AND FACULTY SUPPORT-** this area is responsible for the purchasing of all materials and equipment used to support the Media Services operations. The records related to copyright licensing and photographic permissions are maintained by this area. All facilities both new and those being remodeled are reviewed for issues related to Instructional technology. The department works closely with planners to assure District facilities include the correct infrastructure to support the media related functions for a particular space.

### 1.1d Hours of Office Operation and Service by Location

The department provides three different sets of hours, one to the public in the libraries for access to our collections and viewing services, one to College staff to support their duties and future activities and finally support for Community Education's Use of Facilities, which essentially are whenever the facilities are rented. STNC staff provides most of the Community Education support outside our normal staff hours.

#### **MEDIA SERVICES - PUBLIC HOURS**

##### **Doyle Library (Santa Rosa)**

Spring & Fall: M-Th 8am-6pm; F 9am-4pm  
Summer: M-T 9am-6pm; W-Th 9am-3pm

**Mahoney Library (Petaluma)**

Spring & Fall: M-Th 7am-9pm; F 8am-1pm; Sat 10am-3pm

Summer: M, Th -9am-5pm

**Staff Technical Support Hours (Santa Rosa) - x4771**

Spring & Fall: M-Th 7am-10pm; F 7am-6pm; Sat 8am-5pm

Summer: M-Th 7AM-6PM\* (\*possibly later when resources permit for evening class support)

## 1.2 Program/Unit Context and Environmental Scan

Media Services performs a unique set of services to the entire District. The department performs functions that are similar to those provided by the Library, Facilities, Graphics, Computing Services and Instructional Computing. The support is varied and we are called to provide a service not BY a certain date, but AT A SPECIFIC TIME. An instructor may have requested a video title to be delivered to a certain room for a certain class. This requires us to perform this service within a 10 minute window or less. These services are relied on by almost every faculty member at some point during the semester. When the college gathers for large events, Media Services is called upon to provide both sound reinforcement as well as visual support for those present. Additionally we are then requested to record the event and make it available for individuals who were not able to attend. This helps improve the information flow for every member of the SRJC community.

## 2.1a Budget Needs

### **Media Services Budget Needs for 2017-2018**

Media Services provides robust service and support to the district, ensuring all academic and business needs are met by equipping learning spaces with mediated technology, providing audiovisual resources in venues across the five campus sites, and training instructors with tools that promote student success. Our goal is use increased operational funds to maintain and expand upon our stellar levels of support to the district. As responsible stewards, we will respond to the challenges of increased media demand and growth of the district's audiovisual needs, while planning a path to refresh the aged, failing systems with powerful digital media solutions which enhance teaching and learning. The degree to which the district invests in its learning technology infrastructure, instructional media equipment, technical resources, media staffing and development will effect the quality of service that our department can provide. Several key areas are represented for the next fiscal year:

**1. Media systems repairs & maintenance (\$25K)-** Covers on-site maintenance and repair of critical systems in classrooms and other learning spaces. High-level classroom use coupled with out-of-warranty equipment failures negatively impact classroom instruction and district business, as current repair budget of \$3,715 is grossly inadequate. The last year alone has seen a 10% increase in annual service calls for media equipment issues.

**2. Communications upgrades for technical support (\$1.9K)-** Cellular contract for technician support phones to improve efficient service to classrooms and other learning spaces. There is currently no way

to communicate with techs across district campuses and centers unless employees use personal phones and personal phone numbers.

**3. Professional memberships (\$2.3K)-** Annual dues/memberships to three key organizations: InfoComm (global AV industry), CCUMC (national higher ed media/libraries), and DETCHE (regional/state higher ed media).

**4. District and regional travel (\$2.9K)-** District travel for media staff, including 2 managers and 1 tech, conducting user training, proactive checks of media systems, and repairs across all 5 district locations (\$2370). Meeting with vendors for product demos, hands-on emerging technology, and business negotiations for AV contracts, etc. (\$518).

**5. Training/certifications for technicians (\$2.6K)-** Ensures funding for proper training and equipping of technical staff with digital media certificates. Will provide industry-recognized certifications for technicians, including: CTS, DMCD, A+, etc.

**6. Supplies for ongoing District support (\$9.6K)-** Consumables, including lamps, filters, batteries, tape, etc. for proactive, scheduled maintenance and replacement of classroom media systems, including projector lamps and microphone batteries. Current operating procedure is to wait until system fails, which impacts instruction.

## 2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	ALL	04	07	\$25,000.00	Media Systems Repair & Maintenance - Currently funded through Measure H, this request is needed for permanent budget increase when bond funds are not available and is placed here for planning purposes. Covers contracts and services for rapid on-site maintenance and repair of critical systems in classrooms and learning spaces. High level classroom use coupled with out-of-warranty equipment failures negatively impact classroom instruction because current repair budget of \$3,715 is grossly inadequate. (10% increase in media service tickets generated in past year alone, bringing total up to over 1390 incidents logged in a full year.)
0001	ALL	04	07	\$1,970.00	Cellular contract for technician support phones to improve efficient service to classrooms and learning spaces. There is currently no way to communicate with techs across district campuses and centers and coordinate their services to classrooms unless using employee personal phones and personal phone numbers.
0002	ALL	04	07	\$2,300.00	Annual dues/memberships to InfoComm (global AV industry), CCUMC (national higher ed media/libraries), DETCHE (regional/state higher ed media)
0002	ALL	04	07	\$2,888.00	Managers and technicians in Media Services are called to institute repairs at 5 district locations - over 1,390 requests in FY. (\$2370). Meeting with vendors for product demos, hands on emerging technology, business negotiations for AV contracts, etc. (\$518). Employees currently absorb personal cost to drive to 5 district locations to service classrooms and meet with vendors as budget is insufficient to cover requests for onsite repairs.
0002	Santa Rosa	04	07	\$2,600.00	Industry Certifications for Technicians, including: CTS, A+, DMCD, etc.
0003	ALL	04	07	\$9,680.00	Classroom consumables, including projector lamps, filters, batteries, tape, etc. for proactive, scheduled maintenance and replacement of classroom media systems. The district continues to develop classrooms and learning spaces across the five sites, but has not increased Media Services budget to keep these rooms functional.

## 2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Media Resources Specialist	40.00	12.00	NATE- manages front desk services (afternoon shift), schedules all Doyle 1st floor rooms and

			resources, supervises students at front desk, provides leadership and support with EMS, etc.
Media Resources Specialist 60%	24.00	12.00	KATRINA - manages front desk services (morning shift), assists with room scheduling, catalogs digital and physical media, as well as checkout equipment, etc.
Administrative Assistant III	40.00	12.00	DAN- office administration, payroll for students/STNC, PAFs, purchasing for all media equipment (bond, IELM, CTEA, other grand, unrestricted accounts) for entire district, maintains department records related to staffing, procurement, and fixed asset inventory, administrative support for 3 managers, and calendar coordination with event requests, etc.
Media Systems Technician I	40.00	12.00	THEO- Installs and Maintains Equipment, Oversees Delivery functions, Provides Field Service Calls, Supports Campus events; includes evening shift
Media Systems Technician I	40.00	12.00	ZERAI- Installs and Maintains Equipment, Oversees Delivery functions, Provides Field Service Calls, Supports Campus events
Media Systems Technician I	40.00	12.00	DAVID- Installs and Maintains Equipment, Oversees Delivery functions, Provides Field Service Calls, Supports Campus events
Media Systems Technician I	40.00	12.00	MIKE- Installs and Maintains Equipment, Oversees Delivery functions, Provides Field Service Calls, Supports Campus events; includes Saturday shift
Media Production Technician 75%	30.00	12.00	ANGELICA- Produces Media Materials and provides Saturday production support; supports other district sites as business needs require
Media Production Technician	40.00	12.00	JAMES- Produces Media Materials, emphasis on Graphic Production, still photography including additional support for PR dept
Media Production Technician	40.00	12.00	YARROW- Produces Media Materials, emphasis on Audio/Video Production, Livestreams, captioning coordination, production equipment research

## 2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Director, Media Services & Learning Technologies	80.00	12.00	Q- Districtwide Instructional Technology Planning and Ongoing Support; Staffing Direction, Administration, Major Events and Overall Department Leadership
Technical Supervisor, Media Services	80.00	12.00	GREG- Districtwide Instructional Technology Planning and Ongoing Support; Projects Management and Vendor Coordination, Major Events, Supervision of System Technicians

## 2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
STNC- Media Production Technician (7 people)	8.00	12.00	(total 750+ hrs /year) STNCs- After-hour support for ad-hoc events, special departmental projects, music concerts, lectures, staff development, Community Education activities and Use of Facilities permits. Supported via revenue generation accounts.
STUDENT- Circulation (6 people)	45.40	12.00	Patron support at media front counter, fill required two persons on duty for our Public Service desk.
STUDENT- Tech Services (3 people)	42.10	12.00	Assists tech services with tier 1 phone support for instructors, event setup/teardowns, project assistance, delivering equipment to classrooms, changing filters/lamps in projectors & classroom maintenance.
STUDENT- Production (1 person)	6.80	12.00	Assists production unit with video production activities, ingesting footage, checking video equipment, recording lectures, providing videoconferencing support, some after-hour production work.

## 2.2d Adequacy and Effectiveness of Staffing

## **Adequacy and Effectiveness of Staffing for Media Services**

### **1. Adequacy of Workforce For Classroom Support**

In recent years the nature of media support has undergone a notable shift (100+ new mediated rooms in 5 years), while staffing has remained largely unchanged. Moving from an AV delivery model where few classrooms were permanently technology-equipped to an era where almost all learning spaces are mediated has greatly improved media access for instructors. However, this reality also yields a significantly higher number of systems requiring regular maintenance and greater field support needs for checking systems and repairing equipment, while at the same time reducing the heavy reliance on checkout gear as the delivery approach was phased out.

In a more contemporary staffing model, emphasis ought to be placed on networked AV systems, proactive maintenance/support cycles, and adjustments made for a more field-heavy tech team. High utilization of certain spaces creates some access issues for maintenance purposes, so such routine checks may need to occur on nights and weekends.

Media Services is seeing greater need for the technical skills of Media Systems Technicians to perform the specialized work associated with the district-wide technology refresh of classroom and learning spaces, as well as the increasingly technical operation of district media equipment. This has caused reliance on STNC Media Systems Technicians to meet the increased demand for the sophisticated work to accomplish the design, fabrication, installation, maintenance, and repair of media systems and equipment across the five district locations.

At the same time, the need for traditional video production editing and videoconferencing coordination are anticipated to decrease as new technologies increase in usage. The introduction of new capabilities that allow live-streaming enhanced by mobile cameras using wireless, high-definition video transmission bring the potential to reduce the amount of production labor required to support event videotaping and minimize post-production requirements. Concurrently, increased availability of video production and event streaming support through 3C Media, and increased options for videoconferencing, may further reduce demand for traditional production and conferencing services provided by production tech staff.

Another way Media Services is responding to increased faculty demand for classroom and instructional technology support through improved training of an increased student workforce. This low-cost solution will allow Media Services to rapidly respond to instructor requests for classroom technology support. The past year alone has shown a dramatic increase in classroom support hours logged, more than 33% from the previous year.

**Student Workforce Funding Request: \$18,304** increase in student budget, representing 1,760 additional student hours per year (4 additional students, 10 hours per week, 44 weeks per year). Tied to this could be an evening/after hours support technician to supervise and perform more complex work, but additional funding is not being requested at this time in light of budget constraints.

**Event Staff Funding Request: \$80,000-\$90,000** Media Events Manager would have primary responsibility for supporting the plethora of district events and media resources needed for these activities, which have been a growing need as well as opportunity for revenue generation. Tied to this could be an exploration of providing event-based services to off-site locations.

## 2. Adequacy of STNC Media Technicians for Classroom Technology Upgrades

Media Services needs to increase short-term temporary technical labor in order to complete scheduled classroom and learning space technology upgrades. The lack of access to technically trained labor to perform scheduled and funded classroom upgrades presents an ongoing impediment to timely and successful completion of classroom refresh projects. The result is instruction in obsolete and worn facilities in urgent need of repair.

**STNC Workforce Funding Request: \$10,459** in STNC budget (including benefits), representing 480 additional STNC hours per year to fund installation labor in 20 classrooms upgrades per year.

### 2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	Santa Rosa	04	07	Student Workers (10)	Student Workers (15). 1,760 hours increase/yr.	Student
0002	Santa Rosa	04	07	STNC Media Systems Technicians	STNC Media Systems Technicians. 480 hours increase	STNC
0003	Santa Rosa	04	07	(vacant- future add)	Media Systems Technican (new)	Classified
0003	Santa Rosa	04	07	(vacant- future add)	Media Events Manager (new)	Management

### 2.3a Current Contract Faculty Positions

Position	Description
(None)	

2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
None	0.0000	0.0000	0.0000	0.0000	



### 2.3c Faculty Within Retirement Range

None

### 2.3d Analysis of Faculty Staffing Needs and Rationale to Support Requests

None

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
0001	ALL	00	00	(None)	

## 2.4b Rationale for Instructional and Non-Instructional Equipment, Technology, and Software

2.4c Instructional Equipment and Software Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
------	----------	----	---	------------------	-----	-----------	------------	-----------	------------	---------

2.4d Non-Instructional Equipment, Software, and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	ALL	04	07	SOFTWARE/HARDWARE - audio/acoustic analysis	1	\$2,500.00	\$2,500.00	Media Services		Greg Wycoff

2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
0001	ALL	08	07	1 Year	Doyle Library	1st floor - rotunda/gate	\$500.00	Add key on front (east) side of rotunda date

## 2.5b Analysis of Existing Facilities

The existing facilities in Doyle Library are generally sufficient for most of media services' day-to-day needs, aside from the challenge of securing the media services area when the first floor is open. While there are no easy/quick solutions to this design limitation, one relatively minor improvement that could make a big difference for the entire department and other service teams is to **add a gate key on the east (front) side** of the wall, since currently it is operable only from inside the rotunda, which limits access.

## 3.1 Develop Financial Resources

## 3.2 Serve our Diverse Communities

Media Services has used “sensitive to diversity” as a component in all hiring for the past 5+ years. Our staff is balanced between genders and has strong minority representation. One area that still is weak is Spanish speaking at our public service desk; however, we do have team members with ASL fluency and are able to sign with deaf patrons. As a provider of the District collection of audio visual media, there has been a long time commitment to grow and strengthen the collection in this area. We currently have over 2065 titles that address cultural diversity (14% of all titles)

## 3.3 Cultivate a Healthy Organization

This has always been problematic, as typically during the PDA days we as a department are required to facilitate the activities making it harder to attend them. In past years, staff have applied for Staff Development activities off campus. The Managers attend a statewide conference each year allowing them to stay current with technology applications at other colleges & universities. Some years much of the travel and conference costs were absorbed directly by the managers.

Funding is needed to send support staff and managers to industry training opportunities in areas of emerging growth and change. These training events are rarely local, but usually regional requiring trips to locations such as Las Vegas, Los Angeles, or other major cities.

## 3.4 Safety and Emergency Preparedness

- Doyle Library 1st floor / Media Services -

\* Nate Musser

\* Theo Chatneuf

- Mahoney Library -

Matt Pearson  
Jo Ann Gaglione (evening)

### 3.5 Establish a Culture of Sustainability

We use rechargeable batteries whenever possible. We avoid printing unless necessary.

#### 4.1a Course Student Learning Outcomes Assessment

As the primary coordinator of audiovisual materials, we support both the staff development opportunities for improving awareness and requirements of SLO and by providing learning materials in alternate forms to text we help address the diversity of learning styles.

As a support service, we do not initiate direct service but instead support all activities required by instructional departments.

#### 4.1b Program Student Learning Outcomes Assessment

Media Services offers technological support to every department in the District.

#### 4.1c Student Learning Outcomes Reporting

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
------	------	--------------------------------	-----------------------------	--------------------

#### 4.2a Key Courses or Services that address Institutional Outcomes

Course/Service	1a	1b	1c	2a	2b	2c	2d	3a	3b	4a	4b	5	6a	6b	6c	7
Lecture and event video recording		X			X		X	X					X			X
Media Collection		X			X		X	X		X			X			X
Online Streaming Content		X			X	X	X			X			X			X
Video Conferencing Activities		X			X	X		X					X			X
Video Viewing Carrel		X			X		X						X			

#### 4.2b Narrative (Optional)

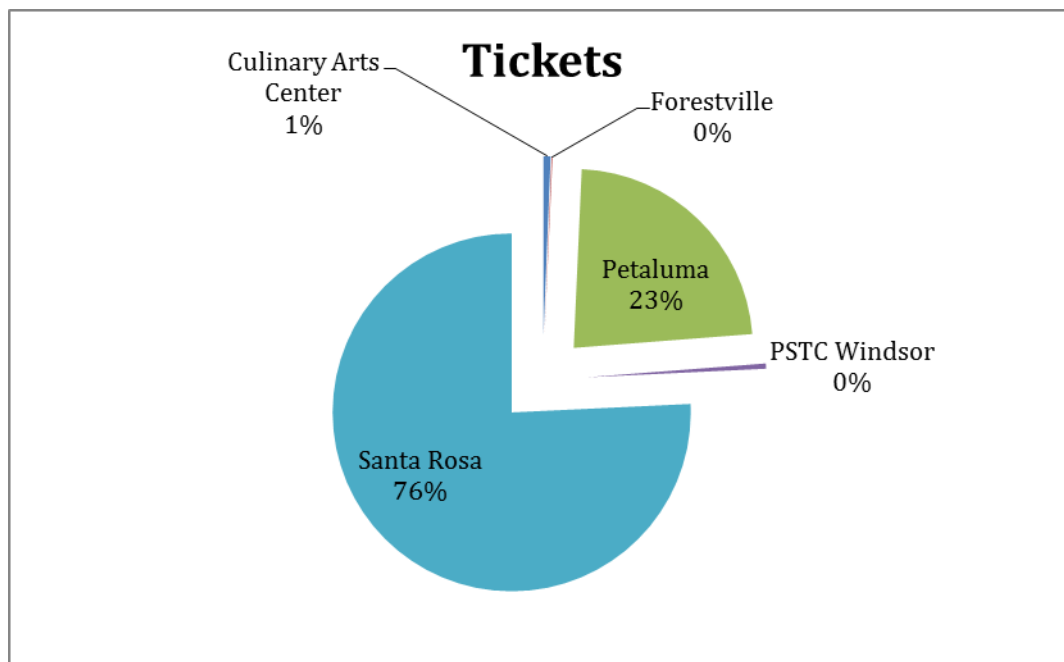
Delivery modes are clearly technology driven that require self discipline. In addition, the ability to time shift the activity reduces stress which is health related. By being able to review from other locations improves the impact on the environment. Finally being responsible for when and if material is reviewed improves personal responsibility.

### 5.0 Performance Measures

### ***Classroom Support***

This was the first year Classroom support trouble tickets were completely measured by the IT ticket system. Below is a breakout of tickets for support by site and an estimated amount of hours calculated by each responding technician that the calls took to resolve the problem ticket. Future years will show growth as new installations have come on line in Santa Rosa and the ticket system is more ingrained in the habits of the employees.

<b>Campus</b>	<b>Tickets</b>	<b>Hours</b>
Culinary Arts Center	8	9
Forestville	1	1
Petaluma	290	370
PSTC Windsor	6	12
Santa Rosa	953	1184
	<hr/> 1258	<hr/> 1576



In 2013 Media Services also:

- Upgraded 5 classrooms to Media Enhanced Status utilizing Media Services Staff only (no outside contractors)
- Replaced aging sound system in Haehl Pavilion.
- Transitioned classroom control system (Utelogy) to centralized system allowing for more effective remote support. And upgraded 46 spaces to newer system
- Replaced over 40 existing classroom projectors

## Production Support

The majority of Production support occurs on the Santa Rosa Campus as that is where the staff is located. Below you will find production support statistics for 2013.

### Production Statistics - 2013

		Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Yr Total
Video/Audio Production	Events*	2	19	13	22	10	12	7	14	6	8	6	0	115
	Event Hours*	4	48	9	44	17	24	13	26	12	11	8	0	216
Video Conferencing	Events	70	120	84	119	86	35	14	25	44	57	58	29	671
	Hours	107	669	131	187	308	63	53	72	87	124	120	59	1,403
	Set-Up Time (Hours)													
In 0.25		17.5	30	21	30	21	8.7	3.5	6	11	14	14	7	175
Satellite Conferencing	Events	0	0	0	0	0	0	0	0	0	0	0	0	0
	Hours	0	0	0	0	0	0	0	0	0	0	0	0	0
Off-Air Tapings	Orders	0	0	0	1	1	0	0	0	5	0	0	0	7
	Hours	0	0	0	2	1	0	0	0	10	0	0	0	13
Radio Off-Air Tapings	Hours	0	0	0	0	0	0	0	0	0	0	0	0	0
Video/DVD Duplications	Orders	5	19	25	29	12	9	15	20	8	13	12	0	140
	Copies	10	107	116	133	116	10	65	146	28	76	66	0	519
CD/CD-ROM Duplications	Orders	2	0	2	1	1	2	0	1	0	2	3	0	11
	Copies	86	0	19	12	1	16	0	28	0	19	14	0	175
Closed Captioning	Orders	14	32	9	10	8	14	0	2	0	5	1	0	88
	Input Files	14	32	9	10	8	14	0	2	0	5	1	0	88
	DVD copies	0	1	0	0	0	9	0	2	0	5	2	0	19
	Output Files	14	31	9	10	8	14	0	2	0	5	1	0	87
Use of Newman	Events*	3	7	5	15	10	1	0	2	5	8	7	1	72
	Hours	4	14	12	31	25	1	0	4	7	9	14	2	118
	Set-Ups	3	7	5	13	10	1	0	2	5	8	7	0	71



Use of Bertolini	Events	4	7	7	14	19	1	4	4	7	3	5	2
	Hours	8	27	26	32	37	3	11	8	20	7	13	5
	Set-Ups	4	7	7	14	18	1	4	4	7	2	4	2
Use of NLE (Editing Room)	Events	0	0	0	0	0	0	6	6	2	0	0	0
	Hours	0	0	0	0	0	0	20	27	8	0	0	0
Photographic Prints	Orders	2	0	2	3	1	4	0	2	0	0	2	0
	Prints	45	0	2	4	144	50	0	5	0	0	9	0
35mm Slides	Orders	0	0	0	0	0	0	0	0	0	0	0	0
	Slides	0	0	0	0	0	0	0	0	0	0	0	0
Digital Output	Orders	2	0	3	0	0	3	1	0	0	0	0	0
	Output	2	0	2	0	0	30	2	0	0	0	0	0

\*The above chart references actual hours of use not set up, clean up or preproduction meetings required to produce these events which will drastically increase the amount of hours it actually run events. Hour tracking for total production time started for the 2014 measurement period.

### Video Conferencing

Video conferencing as usually remained a popular service that Media provided to the campus community. This year we began having issues with not having enough facilities on popular meeting days and had to turn some meetings away. Below are the statistics for Video conferencing usage by room across the district.

Call 632 had 101 occurrences, 196 hours

Newman Auditorium had 24 occurrences, 145 hours

Doyle 4246 had 159 occurrences, 381.93 hours

Doyle 4249 had 78 occurrences, 327.59 hours

Doyle 4243 had 177 occurrences, 336.80 hours

Plover 526 had 138 occurrences, 239.54 hours

Call 640 classroom had 2 occurrences, 2.07 hours

Call 602 had 94 occurrences, 153.06 hours

Betolini Senate Chambers had 61 occurrences, 386.67 hours.

**Total Number: 834 sessions, 1954 hours**

### **Production Highlights:**

- Video Taped 119 Campus activities and Events
- Provided support for 741 Video conferences.
- Created original productions promoting the Culinary Program, Shone Farm, Paralegal Program and a General orientation about the college.
- Closed Captioned 94 videos
- Successfully supported Day Under The Oaks re-launch supporting multiple stages with sound reinforcement.
- Supported Community Forums for gathering input for the Strategic Planning Process.
- Created content and support for the Annual Commencement ceremonies and Presidents Address to the Community

### **Equipment Circulation**

A major accomplishment for 2013 for the Circulation division was the was the successful transition to Voyager Media Module – integrating the media DVD/VHS library records, search and collection management with the Library’s Voyager circulation system providing a seamless search environment for our patrons.

Equipment continues to circulate in Santa Rosa in measurable quantities, items such as projectors and screens are still circulated. Due to Petaluma having installed equipment in all but two classrooms the same circulating equipment is used as often and is not measured.

## **Equipment and Materials Used – 2013 Santa Rosa**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total
Slide Projector	0	0	1	0	1	0	0	0	2	1	0	1	6
16mm Projector	0	0	0	0	1	0	0	0	0	0	0	0	1
Overhead Projector	1	1	2	1	0	0	1	1	1	0	0	0	8
Opaque Projector	0	0	0	0	0	0	0	0	0	0	0	0	0
Computer Projectors	12	15	18	30	36	12	6	16	26	30	27	18	246
Laptop Computer	7	19	11	20	27	4	5	7	17	24	21	14	176

Portable Screen	1	2	5	3	7	4	2	3	5	4	2	3	<b>41</b>
CD Player (All)	0	0	0	3	8	1	2	1	0	0	0	4	<b>19</b>
Audio Player - Other	2	1	3	0	0	0	1	0	0	0	0	0	<b>7</b>
Digital Audio Recorder	0	0	0	0	0	0	0	0	1	0	0	0	<b>1</b>
Wireless Microphone	0	0	0	0	0	0	1	7	4	8	9	3	<b>32</b>
Microphone	12	17	19	36	27	7	11	5	18	17	19	16	<b>204</b>
Record Player	0	0	0	0	0	0	0	0	0	0	1	0	<b>1</b>
P.A. System	0	1	1	6	9	1	2	5	2	3	2	4	<b>36</b>
Speakers	0	0	0	0	0	0	0	5	0	0	0	0	<b>5</b>
Lectern (Oak)	7	14	13	30	26	6	6	8	12	11	16	9	<b>158</b>
Easel	1	0	2	5	3	0	4	0	4	0	1	1	<b>21</b>
AC Extension Cord	6	2	4	16	16	5	3	9	6	6	2	7	<b>82</b>
Cable Adapters	2	0	0	0	0	0	1	0	5	2	11	4	<b>25</b>
VHS Deck	0	0	0	0	0	0	0	0	0	0	0	0	<b>0</b>
Monitor/Cart	1	1	0	0	0	0	1	0	0	1	0	0	<b>4</b>
19" VHS VCR/Monitor	0	0	0	0	0	0	0	1	0	1	0	0	<b>2</b>
Camcorder	2	6	4	8	2	0	3	1	0	5	2	4	<b>37</b>
Tripod	0	5	2	4	0	1	0	1	0	4	2	2	<b>21</b>
Digital Camera	2	1	2	3	1	1	2	0	0	0	0	0	<b>12</b>
Document Camera	0	0	0	0	0	0	0	0	0	1	0	1	<b>2</b>
SD Card	0	0	0	0	0	0	1	0	0	0	0	0	<b>1</b>
Camera Lens/Camera Equipment	0	0	0	0	0	0	0	0	0	1	0	0	<b>1</b>
DVD Players	1	0	0	0	0	0	2	0	0	2	0	0	<b>5</b>
Cart	0	1	1	5	3	1	1	2	3	2	1	2	<b>22</b>
Polycom	0	0	2	2	0	0	0	0	3	3	3	2	<b>15</b>
<b>Equipment Items Circulated</b>	<b>57</b>	<b>86</b>	<b>90</b>	<b>172</b>	<b>167</b>	<b>43</b>	<b>55</b>	<b>72</b>	<b>109</b>	<b>126</b>	<b>119</b>	<b>95</b>	<b>1,191</b>

### Petaluma Circulating Equipment

The following was circulated by the Media desk at Mahoney library to students and staff.

ITEM	USAGE
<b>Calculator</b>	<b>123</b>
<b>Camera - HD</b>	<b>1</b>
<b>Camera - SD</b>	<b>22</b>
<b>Card Reader</b>	<b>49</b>

<b>Cassette</b>	<b>1</b>
<b>Compact Disc</b>	<b>187</b>
<b>DRD headset</b>	<b>0</b>
<b>Flash drive</b>	<b>8</b>
<b>Headphones</b>	<b>1099</b>
<b>iPad</b>	<b>89</b>
<b>Laptop</b>	<b>569</b>
<b>Mouse</b>	<b>7</b>
<b>Video (VHS &amp; DVD)</b>	<b>248</b>
<b>VGA cable</b>	<b>45</b>
<b>Wireless pointer</b>	<b>3</b>

### **Petaluma Media**

#### ***Classroom Projector Usage***

Below you will find a chart of the usage of video projectors in the Petaluma Classrooms for 2012-13. Total usage is slightly down from 2011-12. Next year this chart will be available for most mediated classrooms district but data was only kept for Petaluma this measurement period.

<b>Average S2011</b>	<b>Total S2011</b>	<b>Total Yearly</b>	<b>Total F2011</b>	<b>Monthly Average S2012</b>	<b>Total S2012</b>	<b>Total Yearly</b>	<b>Total F2012</b>	<b>Monthly Average S2013</b>	<b>Total S2013</b>	<b>Total Yearly</b>
18	72	129	179	76	381	560	346	60	241	587
54	216	349	196	69	345	541	357	60	239	596
42	169	445	369	31	153	522	255	34	136	391
29	116	260	424	5	25	449	91	4	15	106
29	117	186	100	50	249	349	266	78	313	579
17	67	288	484	74	372	856	461	70	278	739
19	77	322	364	84	420	784	445	65	259	704
0	1	11	21	14	72	93	29	3	11	40
16	63	213	236	55	276	512	278	70	279	557
42	167	235	142	38	189	331	280	63	250	530
18	72	185	138	15	73	211	156	31	124	280
16	64	205	406	56	279	685	214	24	94	308

12	46	300	232	10	48	280	204	19	76	280
20	80	159	110	8	40	150	98	23	90	188
38	151	377	337	56	282	619	200	51	203	403
9	35	81	127	23	115	242	45	59	234	279
22	86	115	241	41	205	446	249	48	192	441
29	115	199	306	67	333	639	341	49	196	537
5	21	106	60	33	167	227	59	27	106	165
0	0	0	529	107	534	1063	600	107	426	1026
0	0	0	529	107	534	1063	600	107	426	1026
0	0	0	506	106	532	1038	600	107	426	1026
0	0	0	532	106	532	1064	600	107	426	1026
7	29	74	111	29	147	258	161	28	110	271
34	134	203	119	35	174	293	151	19	76	227
32	128	440	258	88	442	700	345	77	306	651
33	131	278	139	53	265	404	302	49	197	499
36	144	320	174	45	223	397	209	47	188	397
42	166	366	273	34	171	444	203	38	151	354
24	96	233	250	32	158	408	343	45	178	521
24	94	259	272	17	85	357	263	37	146	409
41	164	363	350	49	245	595	373	83	331	704
30	119	405	304	52	261	565	428	82	327	755
42	167	368	263	62	311	574	363	62	246	609
41	164	446	282	63	314	596	312	69	274	586
11	43	180	79	17	86	165	74	23	92	166
24	96	181	183	22	110	293	172	29	117	289
15	59	321	343	55	275	618	424	66	265	689
28	112	277	173	25	124	297	206	29	114	320
36	143	324	620	51	257	877	302	58	231	533
29	117	270	336	88	440	776	131	54	216	347
18	70	152	202	63	313	515	169	35	139	308

36	143	488	344	60	301	645	432	50	199	631
33	130	384	320	60	301	621	420	47	189	609
1	2	331	475	75	376	851	554	63	251	805
16	62	933	127	18	91	218	132	33	132	264
		1176	Total			2419	Total			2275
		1	All			1	All			8

N/A

## 5.2b Average Class Size

N/A

## 5.3 Instructional Productivity

N/A

## 5.4 Curriculum Currency

N/A

## 5.5 Successful Program Completion

N/A

## 5.6 Student Success

N/A.

## 5.7 Student Access

N/A.

## 5.8 Curriculum Offered Within Reasonable Time Frame

N/A.

## 5.9a Curriculum Responsiveness

N/A.

## 5.9b Alignment with High Schools (Tech-Prep ONLY)

N/A.

## 5.10 Alignment with Transfer Institutions (Transfer Majors ONLY)

N/A.

## 5.11a Labor Market Demand (Occupational Programs ONLY)

N/A.

## 5.11b Academic Standards

N/A.



## 6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0001	ALL	02	07	Complete Media Services staffing reorganization	Hire adequate staff to meet increasing demand for a wide array of sophisticated event and instructional services.	2-3 years	Partial progress - some reorg and hiring done, but other position requests deferred due to budget cutbacks.
0001	Santa Rosa	04	07	Upgrade (8) demonstration classrooms to a new baseline AV standard and begin to build out advanced capabilities for collaboration, etc.	Use the demo classrooms as a test bed for new control systems and simplified, intuitive interfaces which are distinct from the resident PC, easy to use, and flexible to accommodate a variety of teaching and learning styles	3 years	Done- 8 demo classrooms used; survey feedback pending.
0001	ALL	04	07	Develop a plan for addressing upcoming bond driven projects.	Recommend a multi-year phased spending plan for Measure H and begin implementation of bond-driven projects and equipment expenditures. Rollover any remaining Measure A funds into Measure H and begin spending strategies for new bond money in alignment with capital projects office, institutional needs, and 2030 master plan, using the master technology plan as a framework.	2016-2017	Spending plan in progress. Continues to evolve as changes occur from Capital Projects office, ITG, or accounting (reduced funding allocations, cashflow difficulties with initial 3-year allocations, etc.)
0001	ALL	04	07	Create a staff training plan to ensure a strong professional development focus	Begin goal-setting strategies with team members to provide the tools and environment conducive to lifelong learning, encourage industry-recognized certifications, and set measurable goals for preparing for and achieving these certifications	12-24 months	In-progress, but deferred due to reprioritization of pressing needs and funding limitations. Implementation of this will include both on-site and off-site training & testing
0001	ALL	02	01	Deploy an ambitious comprehensive digital refresh of learning spaces across the District to rapidly improve classroom instructional environments	Facilitate fuller integration of technology into learning; upgrade and standardize obsolete learning spaces	2016-2020	Approximately 6M in Measure H funds over a 5-6 year period. Entering 2nd phase of this refresh cycle.
0002	ALL	04	07	Assess media collections and develop an obsolescence process to dispose of out of date materials in the collection that are no longer circulated	Develop a collection obsolescence process, and a list of materials to render obsolete this year. Evaluate retention policies for analog media collection and begin phasing out or converting to digital format physical tape-based systems.	12 - 18 Months	In-progress, expected completion by 2018.
0003	ALL	04	07	Participate in selection and implementation of a Digital Asset Management system.	A.) Assist in selection and acquire a system. B.) Develop a material organizational structure, and train media staff C.) Begin uploading media content, and uploading and tagging historic content (18-24 months)	2 years	Resources allocated through ITG; deferred
0003	ALL	04	07	Continue converting media collection assets to digital means of distribution and increasing ADA compliance of the collection.	A. Purchase or convert existing titles in DVD or Blu-ray formats when possible. B. Acquire streaming rights to collection materials where relevant. Contingent on	2 years	In progress. expected completion by 2018.

					District acquisition of digital asset management system.		
--	--	--	--	--	---	--	--

## 6.2a Program/Unit Conclusions

Location	Program/Unit Conclusions
ALL	<p>With ongoing staffing changes in the department this past academic year, Media Services enters 2017-2018 making ongoing assessments of its organizational structure, within LRET. Adapting to this period of rapid expansion and change, not only of technologies and pedagogy, but of entire systems and frameworks, offers an unprecedented opportunity for this department, which provides robust service and support to the entire district. An emphasis on growth and development of our resources, both equipment replacement and increased staff development, will be key to building up a sustainable model of ongoing support to teaching and learning, district business operations, and campus events.</p>
ALL	<p>Media Services continues to face a staffing crisis that has been identified and documented in annual PRPP reports by each LRET administrator for the past five reporting cycles. District growth in live event requests, video production requests, and expanded, sophisticated learning space technology demands require Media Services for professional expertise and implementation. These increased demands for mediated technological support services are occurring at a time when instruction is rapidly shifting to online delivery, causing an increase in requests by faculty for video lecture content production support and materials captioning requests.</p> <p>Media Services has a strong service ethos to support and enrich SRJC instruction. This distinguishing focus on faculty and student support is a hallmark of this unique unit in Academic Affairs and serves to the benefit of the District's instructional programs across the curriculum. A call for increased ability to acquire, hire, and deploy adequate technical expertise necessary to meet continued demand for service should be addressed to allow Media Services to effectively serve District instruction.</p> <p>In the 2017-2018 academic year, Media Services' plans include but are not limited to the following projects:</p> <ul style="list-style-type: none"> <li>*Deploy phase 2 of an ambitious multi-year comprehensive digital refresh of learning spaces across the District to rapidly improve classroom instructional environments</li> <li>*Continue to reposition staff and services to meet increased demands for live event support and video production support</li> <li>*Deploy comprehensive improvements to highly used, aging and failing large-venue spaces in immediate need of repair</li> <li>*Establish sustainable audiovisual standards for classroom technology to guide bond-funded construction</li> <li>*Assess deployed demonstration classroom technologies in collaboration with faculty</li> <li>*Implement an Event Management System to facilitate increased revenue generation for facility rentals</li> </ul>

## 6.2b PRPP Editor Feedback - Optional

—

## 6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	02	07	Complete Media Services staffing reorganization	Hire adequate staff to meet increasing demand for a wide array of sophisticated event and instructional services, and restructure as needed to meet new service goals within current budget constraints	2-3 years	See staffing funding requests.
0001	ALL	04	07	Develop a plan for addressing upcoming bond-driven projects in light of budget cuts	Recommend a multi-year phased spending plan for Measure H and begin implementation of bond-driven projects and equipment expenditures. Rollover any remaining Measure A funds into Measure H and begin spending strategies for new bond money in alignment with capital projects office, institutional needs, and 2030 master plan, using the master technology plan as a framework.	2016-2017	Staff time
0001	ALL	04	07	Create a staff training plan to ensure a strong professional development focus	Begin goal-setting strategies with team members to provide the tools and environment conducive to lifelong learning, encourage industry-recognized certifications, and set measurable goals for preparing for and achieving these certifications	12-24 months	Staff time, on-site and off-site training and testing
0001	ALL	02	01	Deploy an ambitious comprehensive digital refresh of learning spaces across the District to rapidly improve classroom instructional environments	Facilitate fuller integration of technology into learning; upgrade and standardize obsolete learning spaces	2016-2020	Approximately 6M in Measure H funds over a 5-6 year period
0002	ALL	04	07	Assess media collections and develop an obsolescence process to dispose of out of date materials in the collection that are no longer circulated	Develop a collection obsolescence process, and a list of materials to render obsolete this year. Evaluate retention policies for analog media collection and begin phasing out or converting to digital format physical tape-based systems.	12 - 18 Months	Staff time, external resources.
0003	ALL	04	07	Participate in selection and implementation of a Digital Asset Management system.	A.) Assist in selection and acquire a system. B.) Develop a material organizational structure, and train media staff C.) Begin uploading media content, and uploading and tagging historic content (18-24 months)	2 years	Resources allocated through ITG
0003	ALL	04	07	Continue converting media collection assets to digital means of distribution and increasing ADA compliance of the collection.	A. Purchase or convert existing titles in DVD or Blu-ray formats when possible. B. Acquire streaming rights to collection materials where relevant. Contingent on District acquisition of digital asset management system.	2 years	Staff time, external resources

